





MADE
TO
MEASURE

CAMBRIDGE
CLOTHES

SPECIAL REPRESENTATIVE will be at OUR STORE two days— FRIDAY and SATURDAY, MARCH 29th and 30th, with big range of new samples of Cloths for Suits and Overcoats for Spring.

● PRICED \$24.50 AND UP ●

Come and see these Samples and order for immediate or for future Delivery

Thos. E. Wright
Men's Better Wear

KING EDWARD HOTEL

WHERE EVERYONE FEELS AT HOME

PHONE No. 1— John Spirros, Manager

Hervey

Thursday, March 28th.

Mr. Leslie Campbell and family are spending the Easter holidays in Edmonton.

Miss Millie Hulbert of Trochu is visiting her brother and family at the Hervey Teachersage.

Mr. and Mrs. G. J. Sluck of Lytla are leaving soon for Vancouver, where the neighbors and friends are giving them a farewell party at the Scholter.

noticeable from the war, being the



ALSO OPERATING
HOTEL ST. REGIS
RATES \$1 and \$1.50 — WEEKLY and MONTHLY RATES

CERESAN -
- Ceresan TREATERS

CERESAN TREATER FOR HIRE
FORMALDHYDE IN BULK

OUR SALE OF KYANIZE WILL START IN
APRIL — LATER ANNOUNCEMENT

Strathmore Hardware

"The Store of Quality and Service."

M. A. RELLINGER, PHONE 54

Pot Pourri

My Gold's hid in the daffodil
And king-cup on the watermill.
Pale flowers that drink their fill
And many a tender glimmering weed
By fountain shrine.
My gold's invested on the hill
Where father's dinner tells his tale
And greater gorses shine.
And golden-rods upon the hill
Rag-weeds that glow beside the rill;
Tansy and Melampyre, so mild,
Whose pallid lights the dusky dunes
Tree shadowed. And in naked scenes,
Where precipice and needling rocks
Break to the sea with slope and spire,
My gold's the lotus, goldlocks,
And patines of the stout samphire
Above unweaving blue and foam
That round their crags and castles
roam.

No charters fall. No banks suspend
To rob me of a dividend.
(My Gold' by Eden Philpotts)

DEDICATED TO ALL SMALL BOYS
RETROSPECTION—

When I was just a little child,
My money now does track
How, when I'd learned to dress myself
And wash my hands and face;
My mother'd always caution me,
Let I might miss one speck;
"Now you wash well behind your ears,
And wash the back your neck."

If visitors or company'd come
In spring or summer, fall,
Or winter, I was always sure
To hear my mother call:
"Now you dress up, put on that suit,
The new one, with the check,
And wash well, too, behind your ears,
And wash the back your neck."

And when I'd go to play with my
"Nice neighbor's" boy, now by,
My mother'd say, "Now you clean up
And look real smart and spry;
For Willie's ma's particular,
Your cleanliness she'll check,
So you wash well behind your ears,
And wash the back your neck."

Through mother's gone, now long ago
And I've grown to a man,
My memory covers all those years,
And lessens back, the spot;
And when I wash, from that far past,
My mother's voice will track:
"Now you wash well behind your ears,
And wash the back your neck."

death of young men, they for the most
part being in the army. Mr. Konda's
daughter was suffering from a disease
of the stomach peculiar to the climate.
After a period in Hospital, however
she was much improved. He wanted
her to return to Canada with him, but
she prefers the school there. Mr.
Konda brought a very handsome suit
handkerchief for each of the girls at
teaching Hervey School.

CHOICE, QUICKLY-MADE
LUNCHEON OR SUPPER DISH
FINNAN HADDIE RAREBIT—

6 slices buttered toast,
1 can Canadian chicken hashlie,
1 1/2 cups Cheese sauce,
Paprika.
Spread toast with chicken hashlie as
it comes from the can. Cover with
cheese sauce and sprinkle with paprika.
Serve at once with pickles and
celery.

With a chocolate cake and a hot
drink this makes a very satisfying
snack at whatever time it is served.

ALBERTA CALGARY

SPRING
STOCK SHOW

APRIL 8 — 12
SINGLE FARE
for ROUND TRIP

(Minimum Fare 25 Cts)
from stations in Alberta

APRIL 6 — 12
Except where to train
service April 6. Tickets
will be sold April 5.

Return Limit
APRIL 15, 1940
CANADIAN
PACIFIC

In The Community...

Contributing Services

Opinions expressed in these articles
are those of the writer and not necessarily
those of the Standard.

EDUCATION AND THE COMMUNITY

As, starting next week, a series of
articles on a variety of phases of Education
will commence in the Standard,
we thought that a short introduction
to the series would not be amiss.
These articles are sponsored by the
Bow Valley Sub-Local of the Alberta
Teachers' Association and are being
written by various groups of teachers
in collaboration.

We maintain, without fear of contradiction,
that Education is one of the
primary services that the State performs
in a very large degree, on the
type of training which the children
receive. Surely then a series of articles
on such topics as the aims of Education,
the kind of individuals and the kind of community that we may
reasonably hope to see produced by
Education applies to the raw material
of the present quality should be of vital
interest to all who are concerned with the
interests of the State at heart.

There is a growing conviction, under the
influence of Dr. Dewey of Columbia
University, that school is only one
phase of a continuous process, which
commences with birth and ends only
when life ends. Think this over and

you'll probably find that though you
agree with this rather obvious statement,
you had looked on the school as
an institution apart. It might be well
to remember that continuity of purpose
is one of the most essential ingredients
of human happiness.

May we suggest that two of the prevalent
attitudes which are responsible for
much of the injustice, intolerance and
chaos which exist in the world today
are Apathy and Ignorance. And then
may we ask you some personal questions— Do you believe that Education
is of vital, fundamental importance—
vital and fundamental enough for you
to do something about it? Are you
apathetic about modern tendencies?
How much do you know about them?

In the course of these articles some
things may be said with which you do
not agree. That is inevitable. We solicit
your indulgence and tolerance. These
articles are being written by a group
of people who have a serious purpose
who have faith in their chosen life
work and in the possibilities for human
welfare that may be achieved through
the schools.

We have faith that Education is the
key to the New World. Men grow
when inspired by a high purpose, when
contemplating vast horizons. The sacrifice
of oneself is very different from one
bearing with the passions of a great
adventure. And there is no more beautiful
and dangerous adventure than the
renovation of modern man.

BOXING THE COMPASS

TEN MILLION BOXES

Now Being Made for Britain's Home

And Empire Foods

South Wales center of Britain's
great tinplate industry, is busy export-
ing tinplate which will eventually re-
turn to Britain in the form of containers
filled with Empire and foreign food.

At present the industry as a whole
is dealing with orders for some ten
million boxes, representing about
\$50,000 tons of tinplate, a large proportion
of which is destined for export.

But the new export drive will be directed
chiefly towards food producing
countries where it will serve both to
establish British credits for purchases
of foodstuffs and to ensure plentiful
supplies of containers for the packers
sending food to Britain.

The industry is now working to about
75 per cent of capacity and is limited
only by the amount of steel available.
The Government, however, has
decided to free further supplies, and if
necessary will provide tinplate manufacturing
facilities with foreign steel at the
same price as British.

WAR BOOM IN PENS AND INK

Iceland Buys With Dried Cod

The millions more of private letters
written each week since war has dis-
persed so many families have led to
big increases in the demand for fountain
pens and ink. Not only throughout the
British and French Empires but also
in countries like Holland and Belgium
where armies have been mobilized
and civilians evacuated, letter
writing has become the only means of
keeping families in touch.

A representative of one of the largest
British pen makers, who in peace

time makes use of machinery to Europe
each year, had already returned from
his second European round of visits
this year by the end of February.

Orders for fountain pens and ink
grade ink were easily the highest. I
have never had from Holland, and be-
lieve with Belgium and Denmark have
increased considerably. In fact, I shall
be visiting those countries in a few
months, he said.

In Eastern Europe, Turkey is also
to increase her orders, our customers
there are arranging to pay in advance
in cash. But the fountain pen manu-
facturer's job is not always as simple as
that.

Pens from Britain for Bulgarian let-
ter-writers have been paid for in lead
tinplate, and I did a deal with a firm of
Icelanders who paid me in dried cod-
fish.

Many firms must be now writing to
their families, or signing military orders
with British ink, for our ink ex-
ports to Finland during the three
months up to the end of 1939 were up
50 per cent.

CZECH EXILES

Are Building Up Britain's Export

Many technical experts, exiles from
Austria and Czechoslovakia, have
brought to Britain secret manufacturing
processes which are now helping the
Allies to victory on the vitally im-
portant industrial side of the war.

A London firm which makes ponds of
the synthetic resin type such as bakelite
has secured the services of an Aus-
trian scientist, formerly connected
with Dr. Schueffgen's Chancery, who
has brought to this British industry a
newly patented process for making a
plastic material into articles and
shapes hitherto not possible which can
replace steel or wood for many con-
structional purposes.

Hundreds of different articles for
export, including lightweight luggage
for the tropics or the Arctic, proof against
insects and climate, can now be
made in Britain for the many overseas

Used Cars

- 1939 FORD DE LUXE COUPE
- 1939 FORD STANDARD COACH
- 1938 LINCOLN ZEPHYR
- 1938 FORD COACH
- 1937 FORD SEDAN
- 1935 FORD SEDAN
- 1935 CHRYSLER SEDAN
- 1930 CHRYSLER 70 SEDAN
- 1928 CHEVROLET SEDAN
- 1928 CHEVROLET COUPE

Used Trucks

- 1938 FORD 2 TON TRUCK, Long Wheelbase
- 1937 FORD 2 TON TRUCK, Long Wheelbase
- 1937 CHEVROLET LIGHT DELIVERY
- 1934 FORD V-8 2 TON TRUCK, Long W'Base
- 1932 Ford Short Wheelbase TRUCK and Dual Tires
- 1931 FORD 1 1/2 TON TRUCK, Short W'Base.
- 1928 FORD LIGHT DELIVERY



HUGHES
MOTORS
STRATHMORE, ALTA.

For The Best In —

Beef, Pork, Lamb, Veal, Fish, and Poultry,
— At Lowest Prices

Roberts Meat Market

PHONE 25 STRATHMORE

countries where everything must be
superior to heat, cold, fumes and
crust and at the same time well as com-
petitive prices.

Another example of the enterprise
of exiles comes from County Down in
Northern Ireland, where a Czech firm
150 years old set up a tannery in a dis-
used mill just before war broke out.

— IT PAYS TO ADVERTISE —

IN EARLY BRITAIN

We have traced the art of brewing from the
Greeks of 500 B. C. up to Ancient Rome. The Roman soldiers
introduced it to early Britons. Previous to their in-
vasion the usual drinks of the early Britons were
water, milk and mead (an intoxicating drink made
from honey). Beer being suitable to the climate, and
so easily made, by an agricultural people with plenty
of corn, it was gladly welcomed and soon became the
national beverage.

TODAY
MADE IN ALBERTA

BEERS

ARE THE FINEST THAT
SCIENCE AND MODERN
EQUIPMENT CAN PRODUCE!

ORDER A CASE TODAY!

This Advertisement is Not Inserted by the Alberta Liquor Control
Board or by the Government of the Province of Alberta

SCOTT'S SCRAP BOOK

By R. J. SCOTT



Classified Advertising

per issue 35c
 three issues \$1.00
 READING NOTICES, COMING
 EVENTS 50c
 CARDS OF THANKS, IN MEMORIAM
 NOTICES, etc. per issue 50c
 DISPLAY ADVERTISING RATES
 ON APPLICATION

WANTED.—ONE THIRTY DOZEN
 Case White Eggs per week. Apply
 Box 17, Strathmore, Standard.

FOR SALE.—90 BUSHELS HOG
 Feed. Phone 906, Strathmore,
 th

NOTICE TO
 SUBSCRIBERS
 Corrections in the mailing
 list are made every six weeks or
 two months. If you have sent in
 your subscription, and the date is
 not changed for a few weeks,
 please don't be alarmed unless
 you do not get the paper.



Church Notes

UNITED CHURCH OF CANADA
 Strathmore—Alberta

Rev. V. M. Gilbert, B.A., B.D.
 Minister

Mrs. Edith Hirtle, L. R. S. M.—
 Choir Leader and Pianist

—10:15—
 Sunday, March 31st, 1940

11:59 a.m.—Worship and Junior
 Congregation.

STRATHMORE—
 10:00 a.m.—Worship and Junior
 Congregation.

Subject—"Book of Ruth"
 11 a.m.—Sunday School.

7:30 p.m.—Worship
 "The University of Jesus."
 Speaker—Mrs. V. M. Gilbert.

—10:15—

ST. MICHAEL'S & ALL ANGELS
 CHURCH—STRATHMORE

—10:15—
 Rev. Leslie T. H. Pearson, B.A., L.Th.

—10:15—
 9:45 a.m.—Sunday school.

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HIRTLE'S
THEATRE

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FISH CRISPIES—

1 tablespoon onion juice,
 2 pounds fish, fillets of haddock,
 cod, whitefish.

1 1/2 cups fine, soft bread crumbs,
 1 tablespoon melted butter or fat,
 1 teaspoon poultry seasoning.

Salt and pepper to season,
 28 cups milk to mix dressing, more if
 crumbs are drier.

Wipe the fish with a cold, damp
 cloth and cut in servings. Salt lightly.
 Place on a greased baking pan. Mix
 the other ingredients to form a dress-
 ing and place a mound on each piece
 of fish. Sprinkle the fish and dressing
 with finely chopped bacon and bake in
 a hot oven (450 F. to 500 F.) until fish
 is done. This should not take over 10
 minutes. If the fish is not over one and
 a half inches thick. The dressing and
 bacon will brown nicely in the same
 time. Serve with a Tartare sauce, if
 wished. Serves 5.

FILLETS OF SOLE

When using frozen fish it is best to
 cook it while still frozen. In this way
 the escape of juices is avoided. Allow
 a slightly longer cooking time than
 when using unfrozen fish.

2 to 3 pounds fish fillets,
 1 tablespoon salt,
 Cup of milk.

Finely sifted bread crumbs,
 oil or melted fat.

Cut the fillets into portions, three
 the good. Soak the pieces in the
 salted milk 3 minutes, then cover with
 the sifted bread crumbs, using one
 hand for the wet work and the other
 for the dry, to keep the crumbs dry.

Place in a pan and sprinkle with cook-
 ing oil or fat. Bake in a hot oven 450 to
 500 F. until fish is cooked—about
 16 minutes. Bread crumbs are used for
 they brown evenly. Grated cheese may
 be sprinkled over the top just before
 removing from the oven.

FOR SALE—4 BOTTOM TRACTOR

Flow, and 22 x 36 McCormick Deering
 Tractor. Apply A. D. Meyers,
 Carleton Place, Ont.

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Public Auction

NOTICE is hereby given, that under
 the provisions of the Tax Recovery
 Act, 1928, the Municipal District of
 Bow Valley, No. 219, will offer for
 sale by Public Auction, at the office of
 the Secretary-Treasurer of Strathmore,
 Alberta, on **WEDNESDAY, the 10th**
Day of APRIL, 1940, commencing at 2
o'clock in the afternoon, the following
parcels of land—

Pl. of Sec. Sec. Twp. Rgr. M.
 L.S. 12-11 22 22 24 4
 N.W. N. River 21 21 26 4
 L.S. 11-12 22 22 24 4
 N. E. N. Rly. 2 23 24 4
 N. W. N. Rly. 2 23 24 4
 N. E. N. Rly. 10 22 24 4
 Balance N. E. 11 23 24 4

(13.6 acres)

N. W. 11 23 24 4

P. S. E. 11 23 24 4

S. W. 11 23 24 4

N. E. 11 23 24 4

N. E. 11 23 24 4

S. E. 11 23 24 4

N. W. 11 23 24 4

L. S. 12, 11, 1 24 25 4

L. S. 11, 12 1 24 25 4

N. E. 25 24 25 4

S. E. 25 24 25 4

S. E. 25 24 25 4

S. E. 25 24 25 4

N. W. 12 24 26 4

S. E. 14 24 26 4

S. W. 23 24 26 4

N. W. 23 24 26 4

Hamlet of Carleton—

Lots Block Plan

1 4610A.1

2 4610A.2

3 4610A.3

4 4610A.4

5 4610A.5

6 4610A.6

7 4610A.7

8 4610A.8

9 4610A.9

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